

# Hamilton's Parking Master Plan: A New Vision for Parking in the City

Presented by: **Amanda McIlveen, B.A., M.A.I.S.**  
**Manager, Parking Operations and New Initiatives**  
**City of Hamilton**

# Presentation Outline

- History of the Hamilton Municipal Parking System
- Hamilton Today, Hamilton Tomorrow
- Benchmarking and Forecasting Future Conditions
- Financial Outlook
- Recommendations
- Implementation to Date



# What words come to mind when you think of Hamilton, Ontario?

ⓘ Start presenting to display the poll results on this slide.

- A port city in Southern Ontario with a population of approx. 600k residents
- Known as the “steel city” or “the hammer” due to its heavy steel manufacturing past beginning with Stelco and Defasco in the early 1900s
- In 2001, Hamilton amalgamated the former townships of Ancaster, Stoney Creek, Dundas, Flamborough and Glanbrook into its existing boundary
- Escarpment rich, vibrant business areas with thriving restaurant community, beautiful hiking trails and waterfront
- Waterfall capital of the world!



# History of the Hamilton Municipal Parking System

- Hamilton Municipal Parking System (HMPS) was created in 1998 when the former Parking Authority Board was dissolved.
- Responsibilities include parking enforcement, maintenance and operation of all paid on and off-street parking facilities (58 surface lots, two parking structures, and 2,500 parking meters)
- Create and maintain all on-street and off-street Parking By-laws and relevant permit programs.
- HMPS is a self-funded business unit that relies on revenue from paid parking to fund the section, including a capital reserve fund.

# HMPS & Transportation Planning

- HMPS partners together in the same division as Transportation Planning
- Synergies between parking and sustainable mobility
- Links between parking-cycling infrastructure-transit-micro mobility and how it connects to get people out of SOVs, climate change and land use planning
- Parking and new complete street guidelines to pedestrianize streets and make them friendly for all road users



# Diving into the Past

- Previous downtown parking studies were completed in 2005 & 2013;
- Both studies predicted downtown parking shortages and pressures to support downtown development, and recommended additional parking supply be added in the King/Bay corridor;
- In 2005, it was predicted that downtown parking capacity would reach capacity (85% full) by 2010;
- The 2013 study stated parking demand had dropped by 8% between 2005 & 2012
- The 2013 study suggested that an RFI was necessary to engage the interest level of private developers in partnering with the City to build public parking.

# Hamilton Today

- Since the last Downtown focused parking review in 2013, Hamilton has undergone an economic revival with an influx of new residents and businesses.
- Land use downtown has evolved towards higher density developments while maintaining and restoring many of the heritage structures that make Hamilton unique. In many cases, these new developments have replaced existing surface parking lots which in turn has impacted parking supply and demand over a short time.
- At the same time, outlying communities in Waterdown, Dundas, Ancaster, Binbrook, and Stoney Creek have expanded steadily, and, in some cases, are experiencing increased parking pressures.

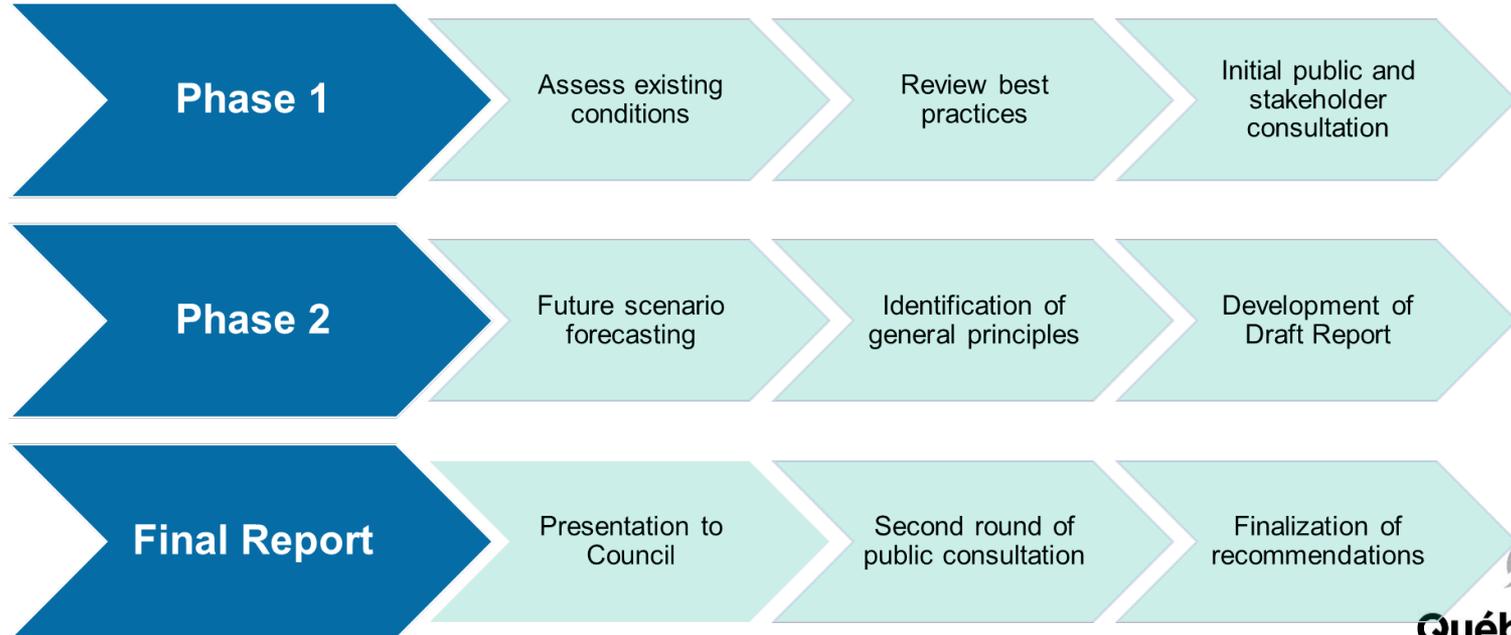
# Hamilton Today

- Downtown Hamilton is the City's central core and the location where many Hamilton residents live, work, and play. It is the centre of a city of over 560,000 residents and 212,000 jobs, and is identified as an Urban Growth Centre in the Province's Growth Plan for the Greater Golden Horseshoe area.
- Downtown Hamilton is populated by a growing number of residential high rises, popular restaurants and entertainment venues, tourist destinations, and offices

# Hamilton Today – Key Facts

- HMPS manages **4,000 parking spaces** in Downtown Hamilton between on and off-street spaces
- The 1,100 on-street spaces alone represent an area roughly equivalent to the size of 10 NHL-sized ice rinks
- Private parking facilities provide an **additional 4,600 spaces** in Downtown Hamilton
- On-street parking costs **\$2.00 per hour**, while off-street facilities are **\$3.00 per hour**
- Monthly parking permits are available ranging from **\$85 to \$150 per month**
- Paid parking operations are generally in effect 9 AM to 6 PM on Monday, Tuesday, Wednesday, and Saturday, and between 9 AM to 9 PM on Thursday and Friday
- Parking is free on Sundays
- Weekday parking demand peaked with **80% of parking spaces occupied**
- Weekend demand peaked with only **30% of spaces occupied**
- Municipal lots at King William Street/Mary Street (M5), Main Street/Ferguson Avenue (M7), and Catharine Street/Hunter Street (M76) operated above their stated capacities during the weekday business peak period at the time of the fall 2019 surveys
- While there is generally adequate capacity to meet demand overall, the Downtown experiences periods of both acute shortages in key locations during peak periods, as well as periods of oversupply that result in inefficient land use

# Study Timeline



# Study Objectives

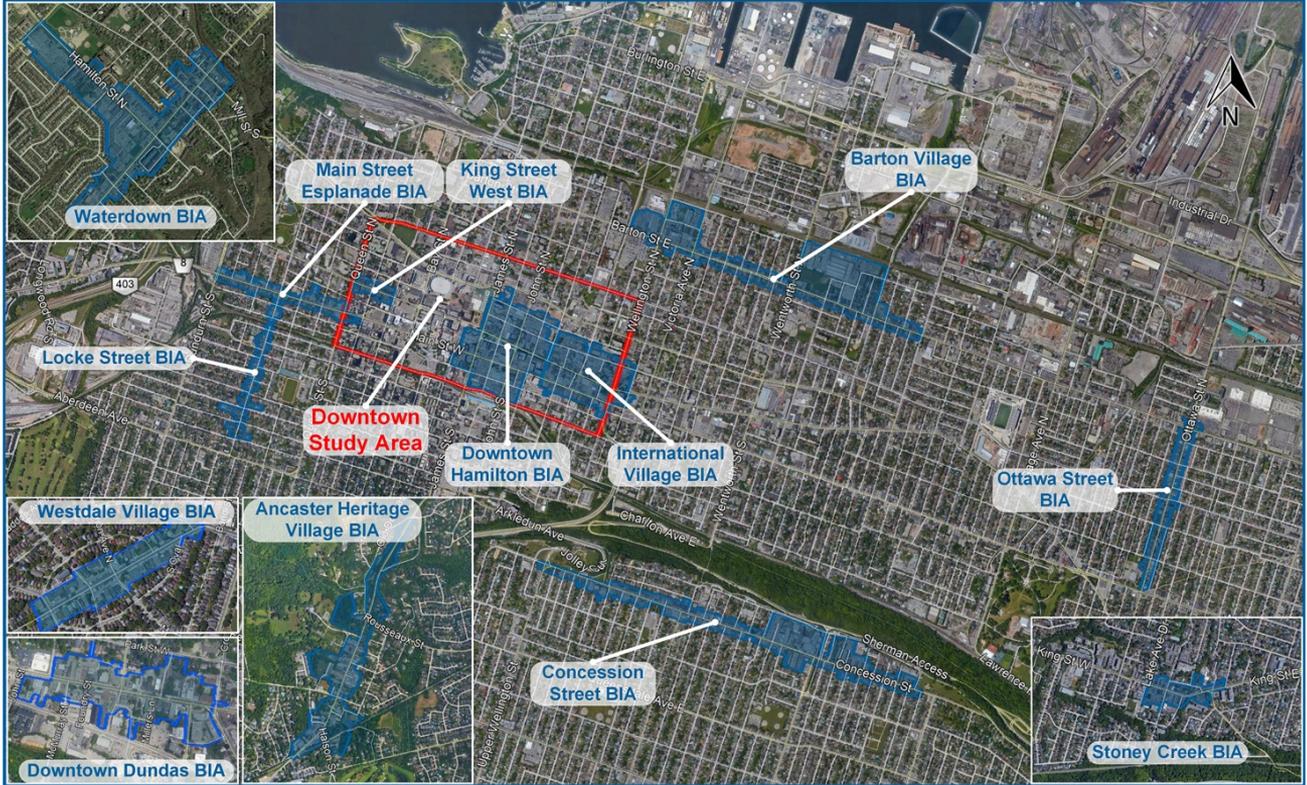
- Examine existing and future public parking operations.
- Provide direction for parking policy, planning, operations, and enforcement.
- Help address the changing parking needs faced by the Hamilton Municipal Parking System.



# Study Objectives

- Developed in consultation with the public, Business Improvement Areas (BIAs), and other vital stakeholder groups, the key objectives of the PMP are to:
- Strategically connect parking with land-use planning, Transportation Demand Management (TDM), Transit, and other ‘City building’ initiatives;
- Provide framework to update old policies using a ‘best practices’ approach with a focus on customer service;
- Develop strategies which support business and economic development;
- Provide options for transition from surface lots to structured parking; and,
- Review the current financial model to ensure sustainability.

# Business Improvement Areas

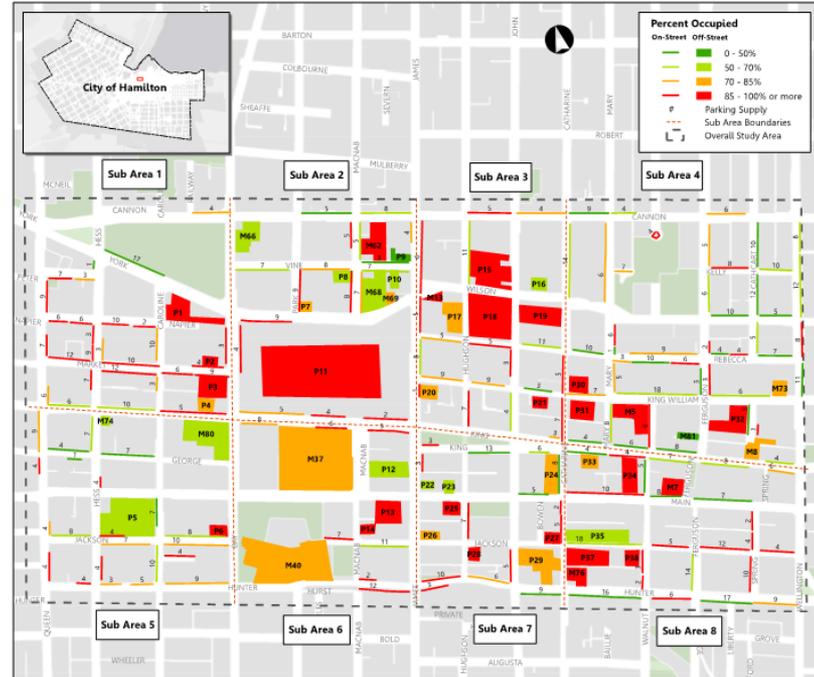
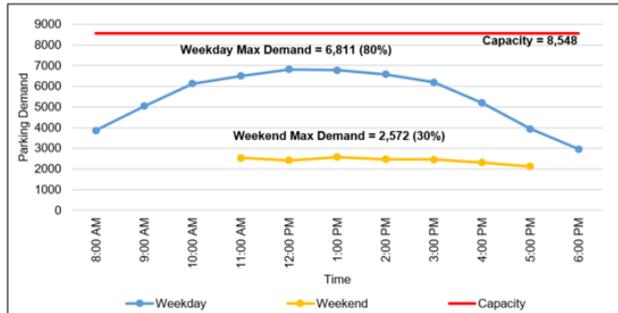


# Existing Conditions

The peak period of parking occupancy was observed on **a weekday at 12:00 PM**, where 80% of surveyed parking spaces were occupied.

Surveys were conducted in the fall of 2019.

Sub Area	Occupancy
1	92%
2	79%
3	87%
4	80%
5	64%
6	77%
7	79%
8	81%
Total	80%



# Phase 1 Consultation

- Increase parking opportunities and *improve the pay parking user experience*;
- Parking operations should be *self-funded*, and prices should *encourage alternative modes of transportation* (i.e. more expensive than a transit pass); and
- Support for balancing space for parking with space for alternative sustainable modes and *other curbside uses* (e.g. bike lanes, pop-up patios).



# Phase 1 Consultation

- Respondents are generally willing to walk from a parking space to their destination was between 200 - 400 m (39%) and 400 - 800 m (28%); 64% would walk further if parking was less expensive;
- 60% find the existing parking wayfinding signage inadequate or confusing;
- 61% have difficulty finding a space in their desired location;
- 56% believe parking is too expensive;
- 53% support promoting alternative modes of transportation over vehicles;
- 27% use alternative modes of transportation to travel Downtown  
24% currently use vehicles but are willing to consider switching if alternative modes were improved;
- 46% of responders are unsatisfied with the overall parking experience, while only 27% satisfied;



# Phase 2 Consultation

- In response to the draft recommendations, both the public and stakeholders were generally supportive of the Plan's four key principles: Financial Sustainability; Economic Development; Environmental Sustainability; and, Resiliency.
- From a public perspective, improvements to wayfinding signage, increases in customer accessibility through technology and supporting more sustainable transportation options were well supported.
- Reducing the climate impact and supporting sustainable transportation mode choices was agreeable to all parties. Stakeholders suggested that ongoing discussions in terms of utilizing pricing structures to disincentivize Single Occupant Vehicles (SOVs) would be desired.

# Best Practices

Topic Area	Practice in Hamilton	Findings
Finances	Financially sustainable	All comparator municipalities were determined to be financially sustainable, where parking revenues are sufficient to fund parking expenses.
Pricing Policies	Location based pricing	Most comparator municipalities implement location based pricing strategies.
User Fees	Generally lower than comparators	Compared to other municipalities, Hamilton charged lower rates for hourly on-street and off-street, and monthly off-street permits.
Cash-in-lieu Programs	Yes	Cash in Lieu programs tend to exist in larger cities and intensification areas.
On-street Accessible Parking	Reserved accessible on-street permit parking	Many comparator municipalities have practices similar to Hamilton's accessible on-street permit parking, where requests are reviewed on a case-by-case basis.





Topic Area	Practice in Hamilton	Findings
Enforcement	Manual proactive or reactive enforcement depending on location. Moving towards LPR technology.	Some comparator municipalities are adopting LPR technology to improve coverage and efficiency of parking enforcement.
Residential On-street Parking	Parking zones permit and parking time limit zones permit	Most comparator municipalities provide long term permits for residents and temporary permits for visitors
Emerging Trends	Beginning to consider emerging trend impacts	Municipalities are looking to future proof new parking facilities, include public parking in new private developments, and convert a portion of private parking facilities to public parking
Future Technology	Planning to upgrade pay parking technology	Future technologies include smart payment systems (parking meters and pay-by-phone), parking occupancy technology, and EV charging stations. There is limited adoption of future technologies in comparator municipalities.

# Best Practices

# Future Conditions

Future parking demand is influenced by:

- **Population and employment growth;**
- **Changes to parking supply;** and,
- **Changing travel patterns** including adoption of transit and active transportation options, impacts of micro mobility services, and longer term impacts of technologies like EVs and CAVs.

Category	Value
Parking Supply Today	8,550 spaces
Spaces Lost to Redevelopment	720 spaces
Parking Demand Today	6,810 vehicles
Parking Demand Growth Through Population and Employment Growth	1,390 vehicles
Parking Demand Reduction Through TDM and Pricing	1,070 vehicles
Projected Peak Parking Utilization	91%



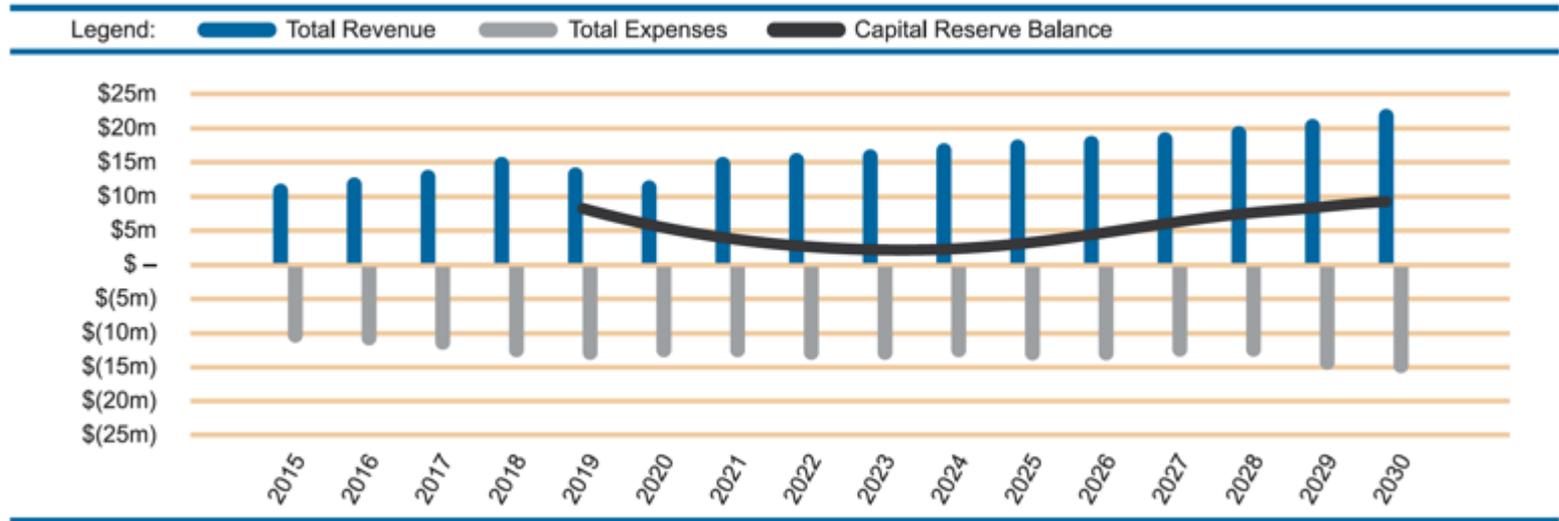
# Financial Outlook

Future analysis represented by four scenarios that reflect a range of different pricing structures, supply levels, and resulting parking demand

Scenario	Financially Sustainable?	Can Supply Accommodate Future Demand?	Addresses Localized Parking Supply Deficiencies?	Supports Sustainable Transportation?
1: Status quo	⦿	⦿	✗	✗
2: Revised pricing framework	⦿	⦿	✓	✗
3: Revised pricing framework and modest rate increases	✓	✓	✓	✓
4: Revised pricing framework, new infrastructure, and modest rate increases	⦿	✓	✓	✗

# Financial Outlook

HMPS expected to perform best under Scenario #3.



# Recommendations



Financial Sustainability



Economic Development



Environmental Sustainability



Resiliency



CPA+ACS

Québec <sup>2022</sup> <sub>2022</sub> Cite

CONFERENCE & TRADE SHOW OCT 16-19

# Recommendations

26

## Financial Sustainability

- Adopt predictable rate increases
- Manage utilization in all HMPS off-street parking facilities through prices
- Investigate the feasibility of extending paid parking to 7-days-a-week
- Maintain higher prices on-street than off-street
- Implement performance based pricing in high demand areas
- Implement dynamic pricing in response to events



# Recommendations

## Economic Development

- Expand the supply of on-street paid parking
- Review HMPS revenue sharing formula
- Provide better information in the form of improving signage, wayfinding, and digital tools
- Allow public use of private facilities during off-peak times
- Pursue joint parking opportunities with private development
- Manage on-street parking in the future residential areas
- Implement License Plate Recognition Software to improve enforcement efficiency
- Continue to identify opportunities to leverage City-owned surface parking lots for new, integrated development

# Recommendations

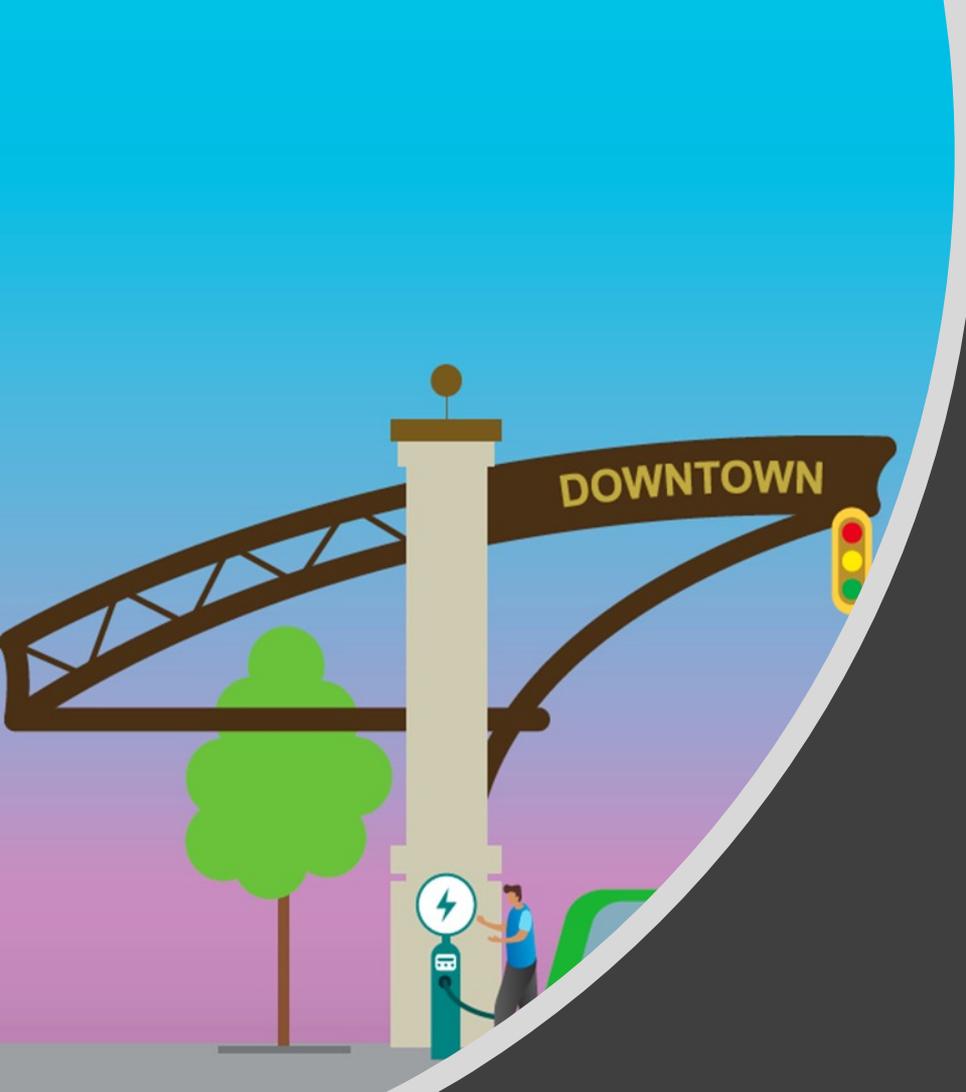
## Environmental Sustainability

- Adopt pricing structures which incentivize environmentally sustainable transportation mode choices
- Introduce flexible multi-use passes
- Expand Parking Reserve and Cash-in-Lieu policies to support TDM and sustainable mobility initiatives
- Limit residential boulevard parking agreements
- Apply low impact materials and sustainable design in City-owned surface lots
- Develop a comprehensive plan for EV charging
- Continue to expand bicycle and other micro-mobility parking.

# Recommendations

## Resiliency

- New municipal parking should be integrated within developments and have the ability to be converted to alternative uses in the future
- Develop policies and regulations for managing curbside use and payment
- Monitor how CAVs evolve related to the impact of parking operations



# Implementation of Recommendations

Completed to Date:

- Mobile Parking App
- Transition to cashless/ticketless environment
- Gateless Garage Project
- Flex Pass for Employees
- GIS By-Laws for Public Consumption
- 44 EV Charging Stations
- Price increases per PMP
- One-way car share



# Implementation of Recommendations

## In Progress:

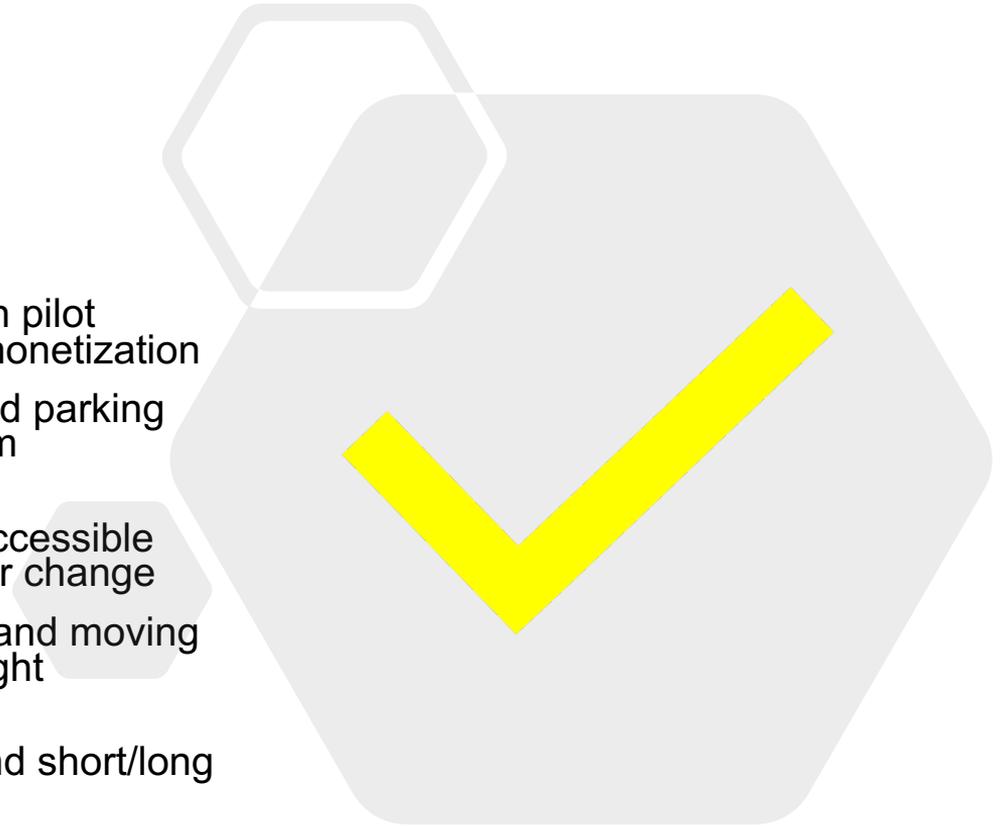
- New E-Commerce Solution that provides customer portal for all permitting transactions
- New PARCS system with multiple options for payment, special event parking, user-driven, etc.
- Installation of Tap to Go readers
- New bike cages/bike stations
- Continued replacement of traditional, single-space meters
- Additional mobile apps



# Implementation of Recommendations

## In Progress:

- Curbside Management Strategy with pilot loading areas with the end goal of monetization
- Studying new potential on-street paid parking areas to off-set losses, some of them hardwareless
- Reviewing major policies such as Accessible Permit Parking and getting buy-in for change
- Standardizing all operational hours and moving to dynamic pricing model with the right technology
- Building a real estate strategy around short/long term disposition of property
- New waterfront parking garage



Thank You & Discussion

